

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
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July 25, 1997

RJR Account #160600
Mr. B. Donahue
DONAHUE TOBACCO CO.

SEPTEMBER WINSTON B2G2F LIGHTERS / PROMOTION #700649

Dear Bill:

WINSTON regular product has been ordered (see quantities listed below), as well as 25 skus of B2G2F Lighter Sleeves / Displays (Item #527552) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u> <u>Brand Style</u>	<u>Case</u> <u>Size</u>	<u>#/ Cases</u>
12300-11112	<i>Light</i>	12M	<u>1</u>
12300-11012	<i>Full Flavor</i>	12M	<u>1</u>

PO #081197

Product / Premium Arrival:

August 11, 1997

Ship Date to Retail:

Week of: August 25, 1997

SKU CUBE:

1.7150

SKU WT (w/o Product):

6.6200 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$1,428.41

Non-EFT \$ Amount:

\$N/A

51845 7789

-2-

B2GFP

DONAHUE TOBACCO CO.

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free-lighters sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives two Winston 'No Bull' Lighters free.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$49.00 (1.75 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: 162302

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINB2.DOC

51845 7790

Two free No Bull Lighters.

- Special September offer: Buy two packs of new, no-additive Winston, get two free No Bull lighters
- Special packaging
- Attention-getting displays
- Proven traffic builder

No bull.

Get 2
lighters

FREE with
2-pack purchase

Winston

no additives
winston



51845 7791

WHOLESALE : 160600 DONOHUE CANDY & TOB., INC. <DIRECT>
 TEMPLATE : 700649 70900 WIN SEP B2G LTR
 TEMPLATE SEQ : 0013
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201		684091	NORTHERN BORNE	MAIN STREET	LONG LAKE	NY	12847	1				(518) 624-3271
162302	162320	176627	EDDIES GROCERY	82 BOULEVARD ST	HUDSON FALLS	NY	12839	1				(518) 747-3277
162302	162320	177009	JACOB & TONEYS IGA	157 MAIN ST	WARRENSBURG	NY	12885	2				(518) 623-3850
162302	162320	177018	MOOREWOOD IGA	MAIN STREET	NORTH CREEK	NY	12853	1		906941		(518) 251-2775
162302	162320	177035	HARTFORD IGA	ROUTE 40	HARTFORD	NY	12838	1				(518) 632-5291
162302	162320	177038	SCOTTIES VARIETY	20 MAIN ST	GRANVILLE	NY	12832	1				(518) 642-9889
162302	162320	250716	BONFARE	RT 9 SARATOGA AVE	S GLENS FALLS	NY	12803	1				(518) 798-4781
162302	162320	573906	ZAFAR DAR & SONS PE	122 AVIATION RD	QUEENSBURY	NY	12804	1				(518) 792-3110
162302	162321	640167	ZENATH PETROLEUM	278 BROADWAY	HUDSON FALLS	NY	12839	1				(518) 747-8503
162302	162320	670993	FAITH ENTERPRISES	EXIT 23	LAKE GEORGE	NY	12845	1				(518) 623-3707
162302	162320	705930	B&R GETTYI	MAIN STREET RT. 9	S GLENS FALLS	NY	12803	1				(518) 793-4715
162302	162320	748814	RUTH'S MINI MART	84 MAIN ST	S GLENS FALLS	NY	12803	1				(518) 798-9291
162304	162321	176607	CORINTH NEWS	118 MAIN ST	CORINTH	NY	12822	2				(518) 654-6031
162304	162321	392637	GETTY MART	RT 50 & BROOKLINE	BALLSTON SPA	NY	12020	2				(518) 885-2538
162304		699058	CORINTH MOBIL	132 MAIN ST	CORINTH	NY	12822	1				(518) 654-9993
162304	162321	699172	ZZ PETROLEUM, INC.	2429 STATE ROUTE	BALLSTON SPA	NY	12020	1				(518) 899-6271
162304	162321	724732	GETTY MART #58704	253 MILTON & PROS	BALLSTON SPA	NY	12020	2				(518) 884-9533
162305	162322	579471	N&H GROCERY	218 LARK ST	ALBANY	NY	12210	1				(518) 436-0484
162305	162326	748840	STOP-N-GO	222 S PEARL ST	ALBANY	NY	12202	1				(518) 463-2869
162306	162325	634314	HAMADA MART INC.	95 CONGRESS STREE	TROY	NY	12180	1				(518) 275-0514
162306	162326	686763	GM PETROLEUM	RT 9 & 20	EAST GREENBUSH	NY	12061	1				(518) 477-9129

PAGE BREAK TOTAL ACCOUNTS 21 TOTAL QUANTITY 25

TEMPLATE TOTAL ACCOUNTS 21 TOTAL QUANTITY 25

51845 7792

GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

08/27/97

ACCOUNT NUMBER: 160600 DONOHUE CANDY & TOB.
VOUCHER NUMBER: 15367369 114 MIDDLE AVE
DATE WRITTEN: 08/27/97 SARATOGA SPRINGS , NY 128
STATUS: PAID
AMOUNT PAID: 49.00 SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	1.75	49.00

EXPLANATION: SEPT: WINSTON B2G2F LIGHTERS 700649 / 162302

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